MARLBORO AUTORACING
APRIL STATUS REPORT

- Marlboro Racing Team Penske competed at the Long Beach Grand Prix on April 14. Emerson qualified third, Rick fourth.

- Marlboro Racing Team Penske competed at the Valvoline 200 on April 21. Rick won the pole and set a new track speed record. Emerson finished third. Marlboro World Championship team member A. Luyendyk finished first.

- After the first three 1991 Indy car races, Rick Mears is second in the PPG points race, with 37. Emerson Fittipaldi is tied for eighth with 14 points. Marlboro World Championship Team members Arie Luyendyk and Danny Sullivan are third and sixth with 35 and 20 points respectively.

- 1991 racing creative for print, P.O.S., and advertising is completed. All materials are currently being used to support scheduled Indy/CART race markets.

- We completed the Marlboro Penske Corvette exhibit at the New York car show. We are now in the process of coordinating all elements for the Indianapolis 500 display May 23-26.

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- We are utilizing Off Track Management to implement the Marlboro Indy show car program at Indy/CART races. The availability of the show car has been well received by the PM sales force and extremely well utilized at the retail level.

- We coordinated all Marlboro related support to the race promoters and local PM sales force at the Long Beach Grand Prix and Phoenix 200.

- We are providing material support to Duty Free Sales to assist in the merchandising of the border retail accounts.

- We are currently coordinating all program elements (pack sales, sweepstakes, sampling, signage) for the Indianapolis 500, Miller Genuine Draft 200, and Detroit Grand Prix.

- At the Toyota Grand Prix of Long Beach, we conducted a press conference and garage tour to introduce the new chassis. The conference was well-attended. Among those present were: Andrew Bornhop of Road & Track, Jeremy Shaw of On Track, Terry Mulgannon of Sport Magazine, Beth Tuschak of USA Today, David Phillip of Autoweek, Gordon Kirby of Autosport and Lyle McCarty of Design News Magazine.

- Also at the Toyota Grand Prix of Long Beach, we launched the "Marlboro Racing News" computer system. While the road staff handled the demonstration on-site and sent information to national sports media, the public relations affiliates disseminated press kits to regional media.

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- All of the public relations affiliate agencies staff and the CART public relations staff have been equipped and trained on the Marlboro Racing News system. Press materials have been produced to support the system for the rest of the season.

- We have issued press releases nationally to update the standings of the Marlboro Challenge. Michael Andretti, Al Unser, Jr., Rick Mears and Arie Luyendyk have been added to the field, bringing the total to eight, as a result of their performances in Long Beach and Phoenix.

- We are proceeding with organizing the Indy 500 parties: the western-themed media event (May 18) and the more formal reception co-hosted with Penske (May 25).

- A tire test in Milwaukee provided an opportunity for media in the Mid-west to interview Rick Mears (April 25 and 26). Media requests came from the Milwaukee Journal and the Milwaukee Sentinel. Mears also gave an interview over the phone with TV Guide.

- A Marlboro Grand Prix public relations planning meeting has been scheduled for May 2, with Cohn & Wolfe, Alan Taylor PR and MGP promoters to develop a public relations strategy and timetable.

- We continued development of the "Marlboro Racing News" (Indy Car computer system) media gift, as well as creation of a new Marlboro Challenge leather bag (driver award).

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The public relations affiliate agencies have made progress in establishing and developing new relationships with media such as: the Boston Globe, The Oregonian, Peoria Journal-Star, Toledo Blade, Houston Chronicle, Ft. Worth Star Telegram and Dallas Morning News.

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